

CLAIMS

What is claimed is:

1       1. A system for providing discretionary viewing control in displaying data,  
2 comprising:

3              a display for displaying data, the display comprising a plurality of pixels; and  
4              an integrated circuit in connection with said display for processing said data,

5              said data including at least first and second portions of data that are  
6 linked together, the first portion including payload data and the second portion including  
7 metadata,

8              said payload data providing content to each pixel of the plurality of  
9 pixels at the display independently and said metadata has a value selected from a predefined set  
10 of values and identifies each pixel at the display independently;

11              whereby the processable pixels at the display are classified according to a  
12 particular metadata value selected from the predefined set of values.

1       2. The system claim 1, wherein the integrated circuit comprises a filter for  
2 one of blocking and obscuring the content of each of the plurality of pixels that has a metadata  
3 value that exceeds a discretionary threshold value without preventing the display of the content of  
4 the plurality of pixels that does not have a metadata value that exceeds the discretionary threshold  
5 value.

1           3.     A method for providing discretionary viewing control in displaying data,  
2     comprising:

3                 providing a display comprising a plurality of pixels;

4                 receiving data;

5                 said received data including at least first and second portions of data that  
6     are linked together, the first portion including payload data and the second portion including

7                 metadata,

8                 said payload data providing content to each pixel of the plurality of  
9     pixels at the display independently, and said metadata identifying each respective pixel at the  
10    display independently, said identifying comprising classifying each respective pixel according  
11    to a metadata value selected from a predefined set of values;

12                 supplying said received data to an integrated circuit in connection with the  
13    display; and

14                 processing the content for each respective pixel based on the identification of  
15    each respective pixel.

1           4.     The method of claim 3, further comprising one of blocking and obscuring  
2     the content of each of the plurality of pixels that has a metadata value exceeding a discretionary  
3     threshold value, and displaying the content of the remaining plurality of pixels that are not  
4     blocked or obscured.

1               5.     The method of claim 3, wherein the display is a display on a wireless  
2 terminal, and the step of supplying data to the display comprises supplying said data to the display  
3 on the wireless terminal.

1               6.     A method for metering visibility of an advertisement, comprising:  
2                      providing a display with a plurality of pixels;  
3                      receiving data,  
4                      said received data including at least first and second portions of data that  
5 are linked together, the first portion including payload data and the second portion including  
6 metadata,  
7                      said payload data providing content to each of the plurality of pixels of  
8 the display independently, and said metadata identifying each respective pixel of the display  
9 independently, said identifying comprising classifying each respective pixel according to a  
10 particular metadata value selected from a predefined set of values;  
11                  supplying said received data to an integrated circuit in connection with the  
12 display;  
13                  processing the content for each respective pixel based on the identification of  
14 each respective pixel; and  
15                  periodically metering the number of pixels classified as advertisement by the  
16 metadata.

1               7.     The method of claim 6, wherein the metering step comprises determining  
2     an advertising fee to charge to the advertiser based on the metering of the displayed portion of the  
3     advertisement.

1               8.     The method of claim 7, wherein the advertisement comprises a portion that  
2     is not displayed, and the method further comprises charging the advertising fee based on the  
3     metered number of pixels that display the pixels classified as the advertisement multiplied by the  
4     length of time that the pixels classified as the advertisement are displayed without charging for the  
5     portion of the advertisement that is not displayed.

1               9.     A method for providing an incentive to a player of a game, comprising;  
2               providing a display having a plurality of pixels;  
3               supplying data to an integrated circuit in connection with the display,  
4               said data including at least first and second portions of data that are  
5     linked together, the first portion including payload data and the second portion including  
6     metadata,  
7               said payload data providing content to each of the plurality of pixels of  
8     the display independently, and said metadata identifying each respective pixel of the display  
9     independently, said identifying comprising classifying each respective pixel according to a  
10    metadata value selected from a predefined set of values;

11 processing the content for each respective pixel based on the identification of

12 each pixel;

13 opening a non-game item in response to a player activation of any of the pixels

14 specified belonging to a non-game class; and

15 awarding a reward to the player upon viewing the non-game item.

1 10. The method of claim 9, wherein the non-game item comprises an

2 advertisement.

1 11. The method of claim 10, wherein the step of awarding the reward

2 comprises increasing the reward awarded based on the total number of the pixels classified as the

3 advertisement as identified by the metadata.

1 12. The method of claim 10, wherein the step of awarding the reward

2 comprises increasing the reward awarded based on the length of time the pixels display the

3 advertisement as identified by the metadata.

1 13. The method of claim 9, wherein the game is a game played collaboratively

2 by at least two players on the Internet.

1 14. A data frame to be processed in an integrated circuit and displayed pixel-

2 wise, comprising:

3                   at least first and second portions of data that are linked together, the first portion  
4     including payload data and the second portion including metadata;  
5                   said payload data providing content to each pixel of a display independently, and  
6     said metadata identifying each pixel of the display independently, said identifying comprising  
7     classifying each pixel according to a metadata value selected from a predefined set of values.

1                   15. The data frame of claim 14, wherein the content comprises multiple  
2     channels of content.